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U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE			
RESPONSE TO OFFICE ACTION		Docket Number: 11032-2144 PATENT	
Reissue Applicant Dwight Allen MERRIMAN et al	Reissue Application No. 09/577,798	Reissue Filing Date May 24, 2000	
Patent Number 5,948,061	Issued September 7, 1999	Examiner Harle, J	Art Unit 2167
Invention Title METHOD OF DELIVERY, TARGETING, AND MEASURING ADVERTISING OVER NETWORKS		Assignee DoubleClick, Inc.	

Commissioner for Patents
 Washington, D.C. 20231

Sir:

In response to the Office Action dated October 24, 2001, the period for response having been extended by three months to April 24, 2002 by payment of the requisite extension fee under 37 C.F.R. § 1.136(a), Applicants respectfully request reconsideration of the above-referenced application in light of the following remarks.

REMARKS

Claims 1-57 are pending in this Reissue Application; the independent claims are 1, 7, 13, 16, 23, 29, 32, 42, 45 and 51-57.

Information Disclosure Statements

Applicants thank the Examiner for consideration, and subsequent initialing, of most of the references cited by Applicants to the Patent Office. However, Applicants have not received notification that the references noted on the following forms have been considered by the Patent Office:

- ☐ Documents listed in Notification Regarding Litigation filed August 25, 2000
- ☐ Three page PTO-1449 filed April 4, 2001